

INDIANA OUTREACH PLAN

Area We Serve

The State of Indiana

People We Serve

Private landowners in Indiana
Partner agencies and organizations in conservation

Mission Statement

Conduct business to ensure that NRCS programs and services are made accessible to all customers, with emphasis on the underserved.

Target Audiences

Special Emphasis Program Areas (Women, Hispanic, Black, Disability, Veterans, American Indian, Alaska Native, Asian American, Pacific Islander), Small Farmers, Limited Resource Producers, Beginning Farmers, Specialty Crop Producers and the Amish.

Messages

NRCS offers technical and financial assistance to implement conservation plans, providing both economic viability and environmental benefits on the farm and in the city.
Conservation counts in Indiana!

NRCS Farm Bill dollars can provide funds to leverage local, state and other federal conservation programs.

NRCS Farm Bill programs provide special assistance to Limited Resource Farmers and Beginning Farmers.

Outreach Goals

1. Ensure that information about Farm Bill programs is being disseminated in a way that reaches all potential customers, including underserved audiences.
2. Provide tools and training to field staff to make reaching underserved audiences a way of doing business.
3. Write Success Stories to spread the word about NRCS programs and projects, highlighting work with underserved audiences.

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Definitions

Outreach	Conducting business to ensure that NRCS programs and services are made accessible to all customers, with emphasis on the underserved.
Underserved	Individuals or groups who have not participated in, or have received limited benefits from, UDDA or NRCS programs. Historically, the underserved include tribes, minorities, women, the disabled, limited resource farmers/ranchers and small-scale farmers.
Community Based Organizations (CBO)	Recognized groups concerned with improving the quality of life for residents within local communities. Such organizations serve as project initiators and managers, thereby providing avenues for involvement with and access to locally-led processes and activities. These groups include non-profit, non-government organizations with well-defined constituencies that include all or part of a particular community. For example, faith-based organizations, women's groups, environmental groups, farm or woodlands groups, trade and professional associations, educational associations and schools.
Small Farmer/Rancher	A small farm is a farm having less than \$250,000 gross receipts annually. Refer to GM 180, Part 410.
Limited Resource Producer	<p>(a) A person with direct or indirect gross farm sales of not more than \$100,000 in each of the previous two years (to be increased beginning in fiscal year 2004 to adjust for inflation using Prices Paid by Farmer Index as compiled by NASS).</p> <p>(b) Has a total household income at or below the national poverty level for a family of four or less than 50 percent of the county median household income in each of the previous two years (to be determined annually using Commerce Department Data). refer to GM 180, Part 406</p>